

## **ORDER**



KSNV

Orders	Order / Rev:	102150
	Alt Order #:	06817867
	Product Desc:	DCCC
	Estimate:	1194
	Flight Dates:	10/16/12 - 10/22/12
	Original Date / Rev:	05/24/12 / 09/18/12
	Order Type:	GENERAL

Primary AE:

**Sales Office:**

**Sales Region:**

Agency	Name:	<u>Great American Media</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>1010 Wisconsin Ave. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broad
Billing Cycle:	EOM/
Agency Commission:	15%

Advertiser	Name:	Democratic Congressional Campaign Committee
	Demographic:	A35+
	Product Codes:	PLI2
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN

*Revised*

New Business Thru: \_\_\_\_\_

Order Separation: 00:05:00

Advertiser External ID: \_\_\_\_\_

Agency External ID: \_\_\_\_\_

BIII Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	125	\$86,950.00	\$73,907.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	125	\$86,950.00	\$73,907.50	0.00
Total	125	\$86,950.00	\$73,907.50	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrary	Atlanta	Georgia	Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKW/N	3%	\$7,050.00

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Advertiser: Democratic Congressional Campaign Cc  
Product Desc: DCCC  
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	5	\$400.002	0.00	NM		5	\$2,000.00
<b>WAKE UP WITH THE WAGNERS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12 10/22/12 MTWTF-- 5 \$400.00 0.00															
E 2	KSNV	10/16/12	10/22/12	Wake Up Early w/ Wagners	CM	430a-5a	MTWT--S	:30	4	\$200.001	0.00	NM		4	\$800.00
<b>WAKE UP EARLY W/THE WAGNERS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12 10/22/12 MTWT--S 4 \$200.00 0.00															
E 3	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$725.001	0.00	NM		5	\$3,625.00
<b>WAKE UP WITH THE WAGNERS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12 10/22/12 MTWTF-- 5 \$725.00 0.00															
E 4	KSNV	10/16/12	10/22/12	Today Show	CM	658a-9am	MTWTF--	:30	14	\$900.001	0.00	NM		14	\$12,600.00
<b>TODAY SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12 10/22/12 MTWTF-- 14 \$900.00 0.00															
E 5	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.001	0.00	NM		1	\$375.00
<b>NEWS 3 AT SUNRISE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$375.00 0.00															
E 6	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.001	0.00	NM		2	\$1,250.00
<b>SATURDAY TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 2 \$625.00 0.00															
E 7	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$375.001	0.00	NM		1	\$375.00
<b>NEWS 3 AT SUNRISE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S 1 \$375.00 0.00															
E 8	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$500.002	0.00	NM		2	\$1,000.00
<b>TODAY ON SUNDAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S 2 \$500.00 0.00															
E 9	KSNV	10/21/12	10/21/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
<b>NEWS 3 TODAY/WKEND</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00															
E 10	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.002	0.00	NM		1	\$500.00
<b>CHRIS MATTHEWS SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S 1 \$500.00 0.00															
E 11	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd HOM		9-10a	MTWTF--	:30	10	\$425.001	0.00	NM		10	\$4,250.00
<b>TODAY SHOW II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12 10/22/12 MTWTF-- 10 \$425.00 0.00															
E 12	KSNV	10/16/12	10/22/12	M-F Today Show III 4th HOM		10am-11am	MTWTF--	:30	5	\$325.001	0.00	NM		5	\$1,625.00
<b>TODAY SHOW III</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12 10/22/12 MTWTF-- 5 \$325.00 0.00															
E 13	KSNV	10/16/12	10/22/12	CM	11am-12pm	MTWTF--	:30	10	\$325.001	0.00	NM		10	\$3,250.00	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		10			\$325.00		0.00				
E 14	KSNV	10/16/12	10/22/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$425.00		0.00				
E 15	KSNV	10/16/12	10/22/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Agenda 1230pm											
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$325.00		0.00				
E 16	KSNV	10/16/12	10/22/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$325.00		0.00				
E 17	KSNV	10/16/12	10/22/12	Dr. Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$450.00		0.00				
E 18	KSNV	10/16/12	10/22/12	News 3 at 4 (1/2 hr)	CM	4-430p	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$725.00		0.00				
E 19	KSNV	10/16/12	10/22/12	News 3 at 430pm	CM	430-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				News 3 at 4:30PM											
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$725.00		0.00				
E 20	KSNV	10/16/12	10/22/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,200.00		0.00				
E 21	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				Sa-Su Early News											
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S-		1			\$675.00		0.00				
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		4			\$1,300.00		0.00				
E 23	KSNV	10/16/12	10/22/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
				M-F Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/16/12	10/22/12	MTWTF--		5			\$1,300.00		0.00				
E 24	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Whe	CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00
				WKND Jeop/Wheel											
				JEOPARDY/ WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S-		2			\$525.00		0.00				
E 25	KSNV	10/22/12	10/22/12		CM	8-10pm	M-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon PR 8-10p											
				Monday Prime 8-10pm											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/22/12	10/28/12	M-----		2	\$4,000.00		0.00						
E 26	KSNV	10/21/12	10/21/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	2	\$1,600.00	2	0.00	NM	2	\$3,200.00
				News 3 in Prime											
				NEWS AFTER NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		2	\$1,600.00		0.00						
E 27	KSNV	10/21/12	10/21/12	LAW & ORDER (synd)	PCM	SU 10-11P	-----S	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
				Law & Order (synd)	PRIME										
				LAW & ORDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S		2	\$900.00		0.00						
E 28	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/16/12	10/22/12	MTWTF--		2	\$1,200.00		0.00						
E 29	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	-----S-		1	\$1,100.00		0.00						
E 30	KSNV	10/16/12	10/22/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/16/12	10/22/12	MTWTF--		8	\$500.00		0.00						